



## ***AOT in Action***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

### **A Message from Director Sherry Henry:**

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Good morning,

We are thrilled to announce that we have officially launched our new target cities advertising campaign, "[\*In One Word – Arizona\*](#)"!

These ads will continue to build upon our existing brand promise, "Inspiring Unforgettable Southwest Moments," and feature some of our state's most iconic visitor attractions such as the Grand Canyon National Park, Monument Valley, Sedona, and Saguaro National Park. Along with each distinctive image, we used one single word chosen to inspire visitors to discover more about Arizona. The result is a simple and sophisticated campaign image that showcases the amazing Arizona landscape.

Through research and information obtained from our focus groups, we learned that people want to see ads of recognizable Arizona images with minimal content. We kept this in mind as we developed "[\*In One Word – Arizona\*](#)." Ad placements will occur within the Chicago and Los Angeles markets. Since research also indicated that travelers from these markets have a higher propensity to vacation in Arizona, we focused much of our marketing efforts in these regions.

Additionally, we will drive all traffic to [www.ArizonaGuide.com](http://www.ArizonaGuide.com). We will also be encouraging visitors to order an *Official State Visitors Guide*, which is filled with information on statewide travel destinations.

We want to thank all of our industry partners for your continued support of the agency and our marketing efforts. We are so fortunate to have such an incredible destination like Arizona to promote.

To view images and the 30-second video spot, [click here](#).

For more details about the campaign, please read the **AOT News** section below.

Have a great week.

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### AOT News

#### **Arizona Office of Tourism Launches New Advertising Campaign!**

Arizona's exhilarating scenery takes center stage in the state's new advertising campaign, "***In One Word - Arizona***". The Arizona Office of Tourism (AOT) developed the campaign, which will run from November 2010 to May 2011, and appear primarily in the Chicago and Los Angeles markets. AOT's research determined that these cities are proven to be among Arizona's major feeder markets for prospective visitors. >> [Read Full Article](#)

#### **Send Us Your Holiday Travel Deals & Packages!**

Now that we're heading into the holiday season, we're looking for holiday package deals from around the state to showcase on the Travel Deals and Packages section of [www.ArizonaGuide.com](http://www.ArizonaGuide.com). Post your travel packages today at <http://www.arizonaguide.com/arizona-tourism-partners> to take advantage of this no-cost opportunity.

Travel deals and packages can be uploaded at <http://www.arizonaguide.com/arizona-tourism-partners>.

For more information and step by step instructions, please visit our help guide located at <http://www.arizonaguide.com/arizona-tourism-partners/travel-deals-guide-help>.

#### **SAVE the DATE: Arizona Tourism University Workshops, November 16, 17, 18!**

The Arizona Office of Tourism is proud to present its first Arizona Tourism University workshop series: "*Another Day, Another Crisis: Recession, Wildfires, Boycotts...What's Next?*"

Be ready, whatever it may be, with this concentrated crisis communications session. Learn how to anticipate and prepare for potential crises, and to structure an effective crisis communications plan. You'll head back to your office with the tools and confidence to master the next crisis, prepare your staff, and protect your organization's reputation!

These highly-informative Arizona Tourism University workshops are complimentary.

Be sure to sign up today by sending your RSVP to [ATURSVP@azot.gov](mailto:ATURSVP@azot.gov).

"*Another Day, Another Crisis: Recession, Wildfires, Boycotts...What's Next?*" complimentary workshops will be held in the following locations.

#### **November 16**

10:00 a.m. - 12:00 p.m.

[High Country Conference Center](#)

Flagstaff, AZ

**November 17 - Webinar**

1:00 - 3:00 p.m.

Space is limited. Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/944825912>

**November 18**

10:00 a.m. - 12:00 p.m.

[Four Points by Sheraton Tucson University Plaza](#)

Tucson, AZ

To register, send your contact information to [ATURSVP@azot.gov](mailto:ATURSVP@azot.gov).

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**AOT Activities****Upcoming Events & Activities****[National Tour Association Marketplace](#)**

Date: November 13 – 17, 2010

Location: Montreal, QC

**[France Media Mission](#)**

Date: November 15 – 19, 2010

Location: Paris, France

**[Toronto Media Marketplace](#)**

Date: November 30, 2010

Location: Toronto, ON

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**Arizona Centennial News****Yuma State Centennial Summit this Friday**

The Arizona Centennial Commission will have an informational summit for Yuma business and community leaders this Friday, Nov. 12 from 11:00 a.m. to 12:00 p.m. at the Hilton Garden Inn/Pivot Point Conference Center, 310 N. Madison Ave in Yuma.

The summit will give the attendees the opportunity to hear first-hand about signature projects and events being planned by the Arizona Centennial Commission, in collaboration with the Arizona Historical Advisory Commission. In addition, the summit will provide information about

communities already making plans for Arizona's 100th birthday and give Yuma-area residents creative ideas for how they can participate. To RSVP, contact: [cmardian@arizona100.org](mailto:cmardian@arizona100.org) or 602-364-3173.

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## Industry News

### **Kai Maintains its Position as Arizona's Only Five-Diamond Restaurant**

AAA, last week announced their list of 2011 award winners. Kai restaurant at the Sheraton Wild Horse Pass Resort & Spa was awarded their highest rating and maintained its position as the only Five-Diamond restaurant in Arizona. This announcement marks Kai's fifth Five-Diamond designation and sets them apart in a small and exclusive group of Five-Diamond restaurants in North America. For Resort or Kai information call 602-225-0100 or visit: [www.wildhorsepassresort.com](http://www.wildhorsepassresort.com).

### **Last Minute Vacations on Rise with Less Planning Time**

No surprise that Americans are more inclined than ever to take "last minute" vacations, but planning times are also getting shorter -- typically just six days prior to departure, says a new study.

"One of the market forces accelerating this trend is the growing use of 'flash sales' by travel service suppliers. These impulsive offers, delivered through unsolicited emails, have become more commonplace during the past 12 months as suppliers have tried to liquidate what would otherwise be unsold inventory," says the Ypartnership/Harrison Group 2010 Portrait of American Travelers.

Some of the deals are so irresistible, it's no wonder they drive impulsive demand (fully one out of seven recipients of these unsolicited emails reports purchasing a travel service as a result), the study found.

"While you might expect the recipients of these offers to book a weekend flight or hotel room on a whim, the booking of a complete vacation package (38 percent) or a cruise (21 percent) is unprecedented," according to the study.

Another of the report's findings: one out of four leisure travelers took a vacation in their local area as an alternative to more extensive travel destinations.

"This type of vacation appears to be yet another manifestation of the trend toward more impulsive vacation behavior on such short notice," the report concluded. (*Travel Mole Newsletter, November 2, 2010*)

### **Southwest Airlines and Volaris Connect Tucson to Mexico Markets**

In a new agreement recently announced by Southwest Airlines and Volaris, Mexico's second largest airline, Tucsonans will soon be among the first in the country to be able to plan itineraries and purchase tickets for travel to Mexico via connecting service at Los Angeles International Airport, all on Southwest Airlines' website, [www.southwest.com](http://www.southwest.com).

Beginning November 12, travelers will be able to book flights to Cancun, Guadalajara, Mexico City (Toluca), Morelia and Zacatecas for travel commencing on December 1.

“We are very excited that Tucsonans will have another option for connecting service to destinations in Mexico,” said Tucson Airport Authority President/CEO Bonnie Allin. “Under this new agreement passengers can check bags on Southwest Airlines in Tucson for their final destination in Mexico, making the trip a quick one stop.”

Southwest Airlines offers five daily nonstop flights from Tucson to Los Angeles, as well as nonstop service to Albuquerque, Chicago Midway, Denver, Las Vegas, and San Diego.

One stop service to Mexico is also available on several of the other seven carriers providing service at Tucson International Airport: Alaska, American, Continental, Delta, Frontier, United, and US Airways.

### **Hopi Tribe Signs Agreement with State of Arizona to Re-Open Homolovi Ruins State Historic Park**

The Hopi Tribal Council approved a resolution that will keep the Homolovi Ruins State Historic Park open, which will allow safeguard and protection of the cultural and religious site.

Resolution No. H-068-2010, sponsored by Chairman LeRoy N. Shingoitewa and endorsed by Norman Honanie, was passed by the Council on Oct. 19 with a vote of 12-0. With the approved resolution, the Tribe entered into an intergovernmental agreement with the Arizona State Parks Board in an effort to assist with the operation and maintenance of the park--a move that will help preserve it.

The negotiated agreement allows the park to remain open thanks to the Hopi Tribe's contribution, which will be used to employ park rangers and others working at the park. Funding for the park was designated by the Land Team in accordance with the agreement for the remainder of 2010 and is funded for Fiscal Year 2011. Funding for future years will be subject to the Council's appropriations of additional funds.

According to the agreement, the park would be open and operated by State Parks for 12 months. There is an option to renew the agreement for two additional one-year periods. The tribe will provide \$175,000 to subsidize the park operations and the State Parks will retain fees. The park will be subject to quarterly reviews of its operation by the State Parks and the Hopi Tribe. The re-opening day of the Homolovi Park has not been determined yet.

Visit [www.ArizonaGuide.com](http://www.ArizonaGuide.com) to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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